Crossnore Communities for Children
Brand Style Guide

Logos

Different applications will require a variety of color combinations for the logo, but to maintain readability, not any combination can be used.

When appearing on a solid color, be sure there is sufficient contrast between all colors of the logo and background. When possible, it is preferred the logo appear on white or the Crossnore navy as shown here.

The Crossnore color palette is multi-colored, and as such, the logo should never be presented in limited color unless production constraints dictate printing a spot color or printing black and white. In such cases, the logo should be printed in grayscale or navy. The color version of the logo should always be used if possible, such as in digital applications or in four-color printing.

- Logo files are only available from the Director of Communications. Do not pull the Crossnore Communities for Children logo off the website or other digital material.
- Logos may only be printed in full color, white on dark backgrounds, PMS 2955 on light backgrounds, or in a metallic print.

Colors

The Crossnore color palette is playful, bright, and evokes the joy of the children we serve. The navy is trustworthy, stable, and functional, but should always be balanced by the vibrance and vitality of the brighter colors in the palette. The Crossnore brand is multi-colored, and materials should be produced in full, vibrant color whenever possible.

Designing materials that are accessible and readable for everyone requires careful use of color, especially for typography. In general, typography for the Crossnore brand should be navy to maximize readability. Additional options for colored type that are compliant with Web Content Accessibility Guidelines (WCAG) are noted below.
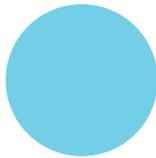
NAVY
Pantone 2955
C100 M52 Y0 K58
R33 G56 B109
#21386D

PURPLE
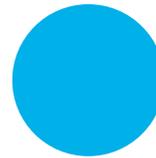**Pantone 2655**
C65 M73 Y0 K0
R112 G92 B168
#705CA8

GOLD
Pantone 1375
C100 M52 Y0 K58
R33 G56 B109
#21386D

LIGHT BLUE
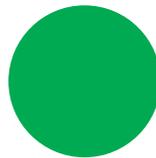**Pantone 3105**
C49 M0 Y7 K0
R118 G207 B231
#76CFE7

ORANGE
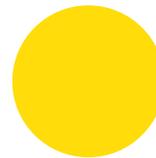**Pantone 165**
C0 M68 Y96 K0
R243 G115 B39
#F37327

TEAL
Pantone 299
C79 M7 Y0 K0
R0 G175 B233
#00AFE9

LIME
Pantone 375
C40 M0 Y98 K0
R166 G206 B60
#A6CE3C

GREEN
Pantone 347
C92 M0 Y97 K0
R0 G170 B82
#00AA52

YELLO
Pantone 116
C0 M10 Y98 K0
R255 G221 B0
#FFDD00

Typography

Typefaces

The primary typefaces for the Crossnore brand are SchoolBook and Gibson. A variety of font weights are available to create layouts for print and digital applications. When designing with type, be sure type is legible and readable, has a clear hierarchy using predictable heading structure, and follows the recommendations outlined below.

Gibson

Most type in the Crossnore brand should be set in Gibson. All weights can be used, and it is suitable for body copy (paragraphs of text), subheadings, and captions. When in doubt about which typeface to use, use Gibson. When production constraints allow body copy should always be set in navy.

SchoolBook

SchoolBook should be used for top-level headlines (with slight negative tracking) and occasionally for sign-off text in ads or in footers. As a general rule, do not use SchoolBook for body copy (paragraphs of text) or for subheadings. When in doubt about which typeface to use, use Gibson.

Alternate Typefaces

In some cases, using the paid typefaces above may not be technically possible, or will require more expense than is reasonable for the circumstance. In that case, you may use Calibri in place of Gibson, and Georgia in place of SchoolBook.

Language

Our Name

In professional printed and digital communications, the first reference to our name should be the entire name, "Crossnore Communities for Children." Using the logo with the full name is acceptable as the first reference. All subsequent references can be shortened to simply "Crossnore." When not referring to Crossnore by name, you may use "agency" or "organization."

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